

LEO BURNETT U.S.A.

a division of the JOHNSON COMPANY, INC.

Ad. No. S-2734—Rolling Dollar—Rep. No. 97137—Page B&W—Grocery Trade, 1974

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Printed in U.S.A.



Your Profit Dollar... how you can make it roll in faster

Year after year, Philip Morris has been the fastest-growing company in the tobacco industry.

In each of the past four years, Philip Morris brands grew more than the rest of the industry combined.

If your weekly order for Philip Morris brands kept pace—if you kept our brands fully in stock at every location all the time—you've shared in that growth. And your profit dollars have rolled in faster.

Cigarette sales are up...and Philip Morris is leading the way. The figures below show the increases in 1973 over 1972.

	Units (Billions)	Sales Gain Percent	Percent of Total Growth
Total industry	up 22.87	4.1%	100.00%
Philip Morris USA	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.4%	46.1%

SOURCE: The Maxwell Year-End Report, January 1974.
Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from

PHILIP MORRIS USA



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